

City of Oberlin
Storm Water Management Program
Public Education & Outreach

Best Management Practices 3.2.1	Public Education & Outreach (This section is a summary of the public education program) The City of Oberlin will implement a public education program to inform the community about the impacts of storm water discharges on the Black River and Beaver Creek watersheds and the steps that the public can take to minimize those impacts and reduce pollutants in storm water runoff.
Permit Requirement	You must implement a public education program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of storm water discharges on water bodies and the steps that the public can take to reduce pollutants in storm water runoff. In the case of nontraditional MS4s (e.g., ODOT, universities, hospitals, prisons, military bases, and other government complexes), you are only required to provide educational materials and outreach to your employees, on-site contractors, and individuals using your facilities.
Permit Section 3.2.1.1	
Goal of BMPs:	Provide a description of the goal of the BMPs used to meet this requirement. The goal of the Best Management Practices associated with Public Education and Outreach will be to ensure that the citizens of Oberlin, its businesses and institutions will be cognizant of the impact that day to day activities have on water quality within the affected watersheds.
Program Description: Provide a description of the BMPs that will be used to meet this requirement. Use additional pages or attachments as necessary.	
The City of Oberlin will: <ul style="list-style-type: none"> 3.2.1.1.1 Designate a Storm Water Coordinator to oversee implementation of the City's SWMP 3.2.1.1.2 Develop and submit press releases on relevant topics to the local media 3.2.1.1.3 Encourage public participation in annual Pride Day event 3.2.1.1.4 Encourage public participation in annual Household Hazardous Waste Collection Day 3.2.1.1.5 Assist in the development and distribution of educational programming at the county wide(watershed) level 3.2.1.1.6 Develop and place appropriate educational materials on the City of Oberlin web-site 3.2.1.1.7 Initiate a "Dump No Waste" storm drain stenciling program 3.2.1.1.8 Explore partnerships with Oberlin College and the Ecological Design Innovation Center (EDIC) to provide watershed-based educational opportunities 3.2.1.1.9 Develop and distribute a model riparian corridor maintenance/restoration plan to abutting property owners 	

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<i>Implementation Schedule:</i> (Year by year description of program)		
2003	Designate Storm Water Coordinator: Initial Press Release: Coordinate Local Pride Day Activities: Publicize Hazardous Household Waste Collection Day: Document Current Status of Watershed Education resources: Assist in the development of watershed based materials: Secondary Press Release (Construction Ordinance):	March, 2003 March, 2003 March, 2003 April, 2003 June, 2003 September, 2003 December, 2003
2004	Coordinate Local Pride Day Activities: Publicize Hazardous Household Waste Collection Day: Initiate "Dump No Waste" stenciling program: Place Educational Materials on City Web-site: Implement Watershed Education: Develop model Riparian Corridor Plan:	March, 2004 April, 2004 May, 2004 June, 2004 July, 2004 September, 2004
2005	Coordinate Local Pride Day Activities: Publicize Hazardous Household Waste Collection Day: Disseminate Riparian Corridor Plan: Continuation of "Dump No Waste" stenciling program: Place Educational Materials on City Web-site: Implement Watershed Education:	March, 2005 April, 2005 April, 2005 May, 2005 June, 2005 July, 2005
2006	Coordinate Local Pride Day Activities: Publicize Hazardous Household Waste Collection Day: Continuation of "Dump No Waste" stenciling program: Place Educational Materials on City Web-site: Implement Watershed Education:	March, 2006 April, 2006 May, 2006 June, 2006 July, 2006
2007	Survey Abutting Property Owners on Riparian Corridor Plan: Coordinate Local Pride Day Activities: Publicize Hazardous Household Waste Collection Day: Continuation of "Dump No Waste" stenciling program: Place Educational Materials on City Web-site: Implement Watershed Education:	January, 2007 March, 2007 April, 2007 May, 2007 June, 2007 July, 2007

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Measurable Goals: (Section 3.2.1.2.7) Provide a description of the measurable goals of each BMP used to meet this requirement	
3.2.1.1.1 Designation of the Public Works Director as the Storm Water Coordinator.	
3.2.1.1.2-6 The City of Oberlin will keep copies of all media publications, press releases, educational materials, estimates of participation, etc. These will be submitted to the OEPA with the annual report.	
3.2.1.1.7 The City of Oberlin will record the location of all labeled storm drains on its electronic map of the Storm Sewer System.	
3.2.1.1.8 The City of Oberlin will document its watershed educational initiatives and the number of participants in each for the annual report. Copies of educational materials will be submitted to the OEPA.	
3.2.1.1.9 The City of Oberlin will submit its riparian corridor management/restoration plan to the OEPA. The City of Oberlin will submit the list of abutting property owners who have been contacted along with a list of those who have chosen to participate in a revised management/restoration plan on their property.	
Decision Process:	You must document your decision process for the development of a storm water public education and outreach program. Your rationale statement must address both your overall public education program and the individual BMPs, measurable goals and responsible persons for your program. The rationale statement must include the following information, at a minimum:
Permit Section 3.2.1.2	
How you plan to inform individuals and households about the steps they can take to reduce storm water pollution. (Section 3.2.1.2.1) The City of Oberlin will inform the general public as well as the commercial, industrial and institutional sectors of the community by implementing the BMP’s itemized in the program description, above.	
Provide a description of the decision process used to select the BMPs to meet this requirement In order to develop the Public Education and Outreach component of its SWMP, the City of Oberlin has reviewed current local practices, participated in regional planning processes with NOACA (Northeast Ohio Area-wide Coordinating Agency) and the Lorain County Community Development Department and analyzed available resources. This has resulted in the selection of these BMPs for the following reasons:	
3.2.1.1.1 The City will designate a Storm Water Coordinator to provide for consistent, centralized information about the SWMP.	
3.2.1.1.2 Use of the local media, including the Oberlin News-Tribune, the Oberlin Review and Oberlin Cable Co-op will allow the SWMP to disseminate information to most Oberlin residents. This BMP is chosen because the media infrastructure is well established. Local media will report on actions taken by Oberlin City Council relative to the SWMP.	
3.2.1.1.3 Pride Day is an annual county-wide clean-up and beautification event sponsored by the Lorain County Solid Waste Management District (LCSWMD). The City will sponsor an annual Plum Creek clean-up event in conjunction with Pride Day. Pride Day is chosen as it is an on-going program which dovetails with the SWMP.	
3.2.1.1.4 The LCSWMD has sponsored Household Hazardous Waste Collection Days annually in the spring for several years. The City will continue to advertise this drop-off option as a safe and cost-effective way of disposing of hazardous waste materials. This BMP is chosen because this service is well known locally and its efforts to eliminate illicit disposal of hazardous materials has a continuing positive impact on our watershed.	

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3.2.1.1.5	City staff will continue to work with the Lorain County Community Development Department (LCCDD) to develop and disseminate watershed-based educational programming. This BMP is important because watershed issues cross jurisdictional boundaries. The LCCDD is developing a structure to provide watershed-based educational programming to the units of local government in Lorain County.
3.2.1.1.6	The City of Oberlin has an existing web-site which is used to provide information to our residents and other interested parties. This BMP is chosen because of its ready availability and the increasing number of persons accessing information electronically.
3.2.1.1.7	The City of Oberlin has previously stenciled storm drains “Dump No Waste – Drains To Stream” with the assistance of Oberlin High School volunteers. This BMP is selected because it provides very basic information at the location of the STS inlet to those persons who may consider illegal dumping of materials into the storm sewers.
3.2.1.1.8	Oberlin College and the Ecological Design Innovation Center have provided watershed-based educational programming for Oberlin College students and for teachers and their students in the local schools. These training sessions will also be made available to city staff to improve their understanding of watershed dynamics.
3.2.1.1.9	The City of Oberlin will work with interested parties to develop and distribute a model riparian corridor maintenance/restoration plan to those property owners whose properties abut watercourses. This BMP is chosen because of the positive impact that healthy riparian corridors have on their adjoining waterways.
How you plan to inform individuals and groups on how to become involved in the storm water program (with activities such as local stream and beach restoration activities). (Section 3.2.1.2.2)	
Provide a description of the decision process used to select the BMPs to meet this requirement. The City of Oberlin will inform the general public on how to participate in the storm water program through action-oriented information in the BMPs outlined above. The City of Oberlin will provide a forum for public participation in the SWMP as outlined below in Section 3.2.2 Public Involvement/Participation.	
Who are the target audiences for your education program who are likely to have significant storm water impacts (including commercial, industrial and institutional entities) and why those target audiences were selected. (Section 3.2.1.2.3)	
Provide a description of the decision process used to select the BMPs to meet this requirement.	
3.2.1.2.3 TARGET AUDIENCES	
3.2.1.2.3.1	Oberlin College has been selected as a target audience because of the relatively large area of impervious surfaces represented by its properties, because of its holdings immediately adjacent to Plum Creek and due to the nature of its Facilities Operations and Maintenance programs.
3.2.1.2.3.2	The City of Oberlin has selected its Industrial Park as a target audience because of the relatively large area of impervious surfaces represented by these businesses and because of the possible discharge of harmful pollutants into the waterways from these businesses
3.2.1.2.3.3	The City of Oberlin has selected property owners whose property directly abuts the Plum Creek corridor as a target audience since proper maintenance of the riparian corridor will mitigate storm water impacts in the watershed.
3.2.1.2.3.4	The Oberlin Golf Club has been selected as a target audience because Plum Creek enters the corporate limits on and flows through Golf Club property.

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<p>What are the target pollutant sources your public education program is designed to address. (Section 3.2.1.2.4)</p>
<p>Provide a description of the decision process used to select the BMPs to meet this requirement.</p> <p>3.2.1.2.4 TARGET POLLUTANTS</p> <p>The City of Oberlin's Public Education and Outreach program is designed to mitigate the damaging effects of direct discharge of storm water to the watershed. Primary pollutant loading is anticipated to be sedimentation and erosion resulting in increased turbidity. We believe there are very few if any, home septic systems discharging to our MS4, however, it is anticipated that pet wastes may increase e. coli counts in the watershed. The City of Oberlin will endeavor to collect reliable data on loadings due to the use of road salt as well as herbicide, pesticide, fungicide residuals which may occur in Plum Creek and the Beaver Creek drainage as a result of municipal and private applications.</p>
<p>What is your outreach strategy, including the mechanisms (e.g., printed brochures, newspapers, media, workshops, etc.) you will use to reach your target audiences, and how many people do you expect to reach by your outreach strategy over the permit term. (Section 3.2.1.2.5)</p>
<p>Provide a description of the decision process used to select the BMPs to meet this requirement.</p> <p>3.2.1.2.5 OUTREACH STRATEGY</p> <p>The City of Oberlin's outreach strategy will include:</p> <p>3.2.1.1.2 The City of Oberlin will provide information for publication to the Oberlin News-Tribune and Oberlin Cable Co-op. Initially this will take the form of reporting on the development of the SWMP and subsequent ordinances required for full implementation of the SWMP. The Oberlin News-Tribune distributes to approximately 2000 households with an estimated readership of between 70% and 80% of the population. Oberlin Cable Co-op provides basic cable services, including local access channel to approximately 2100 households. Based on 2000 census data, the City of Oberlin has a population of 8,195 residing in 3035 households.</p> <p>3.2.1.1.3, 4 The City of Oberlin will provide information to its residents on opportunities to participate in county-wide events including Pride Day and the Household Hazardous Waste Collection day. This information will be provided to each household via the Oberlin Community Newsletter. The Oberlin Community Newsletter will be used to disseminate watershed information developed at the county level to Oberlin residents.</p> <p>3.2.1.1.5,6 The City of Oberlin will make available information developed at the county-wide (watershed level) through the media as in 3.2.1.2.1.2 and on the city's web-site</p> <p>3.2.1.1.7 In conjunction with the Storm Water Management Task Force (see Section 3.2.2 Public Involvement/Participation), the City will develop and implement a storm drain stenciling program. The basic "Dump No Waste" message will be reinforced in SWMP publicity as described above.</p> <p>3.2.1.1.8 The City of Oberlin will work with Oberlin College and the Ecological Design Innovation Center to continue the development and implementation of the Oberlin College Environmental Studies Program's watershed based education program.</p> <p>3.2.1.1.9 The City of Oberlin will work with the Storm Water Management Task Force and other interested parties to design and disseminate model riparian corridor restoration/management plans to abutting property owners.</p>

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<p>How will you evaluate the success of this minimum measure, including how you selected the measurable goals for each of the BMPs. (Section 3.2.1.2.7)</p>
<p>Provide a description of the decision process used to select the measurable goals for the Public Education and Outreach Plan.</p> <p>3.2.1.2.7 EVALUATION/MEASURABLE GOALS</p> <p>3.2.1.1.1 Designation of the Public Works Director as the Stormwater Co-ordinator</p> <p>3.2.1.1.2-6 The City of Oberlin will keep copies of all media publications, press releases, educational materials, estimates of participation, etc. These will be submitted to the OEPA along with the annual report.</p> <p>3.2.1.1.7 The City of Oberlin will record the location of all labeled storm drains on its electronic map of the Storm Sewer System</p> <p>3.2.1.1.8 The City of Oberlin will document its watershed educational initiatives and the number of participants in each for the annual report. Copies of educational materials will be submitted to the OEPA.</p> <p>3.2.1.1.9 The City of Oberlin will submit its riparian corridor restoration/management plan to the OEPA. The City of Oberlin will submit the list of abutting property owners who have been contacted along with a list of those who have chosen to participate in a revised restoration/management plan on their property.</p>
<p>Supporting Information:</p> <p>Provide any supporting documentation necessary – such as training manuals, program standards, contracts with service providers or examples of available information/public education brochures.</p> <p>See Attachment B: Lorain County Community Development Department Letter of Commitment</p>
<p>Reporting Mechanism:</p> <p>In order to document the activities of the BMPs related to Public Education & Outreach, the City of Oberlin will submit:</p> <p>3.2.1.1.2 Copies of all press releases and printed materials</p> <p>3.2.1.1.3 Documentation of Pride Day publicity, activities and participation</p> <p>3.2.1.1.4 Documentation of HHW Day publicity and participation</p> <p>3.2.1.1.5 Copies of all press releases and printed materials</p> <p>3.2.1.1.6 Samples of all electronic media posted on the web-site</p> <p>3.2.1.1.7 Map of stenciled storm sewer catch basins</p> <p>3.2.1.1.8 Samples of educational materials and documentation of participation</p> <p>3.2.1.1.9 Sample of model riparian corridor maintenance/restoration plan</p> <p>Based on the information collected and continuing evaluation of program goals and results, the City of Oberlin may as necessary submit proposed revisions to its SWMP.</p> <p>Provide a description of the documentation anticipated to be included in the permit-required Annual Report. Examples of documentation may include description of work performed, storm sewer maps, investigation reports, measurable goals data and any recommended revisions to the SWMP.</p>

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<i>Best Management Practices</i>	Public Education & Outreach		
<i>Responsible Party – Contact Information:</i> (Section 3.2.1.2.6)			
Contact Name:	Jeff Baumann		
Department:	Public Works Department		
Address:	City of Oberlin 85 South Main St. Oberlin, OH 44074		
Phone:	440-775-7204	Fax:	440-775-7208
Email:	jbaumann@cityofoberlin.com		
Signature:			